

generating a payment received message at the MFTS containing information corresponding to the payment to be made to the user/payee;

wirelessly communicating the payment received message from the MFTS to the user/payee's mobile device, in association with information regarding the downloadable mobile device application;

in response to action by the user/payee to download and install the mobile device application on the user/payee's mobile device and provide enrollment information, wirelessly communicating a second payment received message from the MFTS to the user/payee's mobile device;

the second payment received message including information about the payment and information about a payment method for receiving the payment;

generating a MFTS payment instruction to a payment instruction recipient, the MFTS payment instruction including at least an amount and identifying information corresponding to the user/payee;

communicating the MFTS payment instruction from the MFTS to the payment instruction recipient; and

at the payment instruction recipient, in response to receipt of the MFTS payment instruction, effecting a payment to the user/payee in accordance with the payment method.

36. The system of claim **35**, wherein the payment instruction recipient is a financial service provider at which the payer maintains one or more accounts.

37. The system of claim **35**, wherein the payment instruction recipient is a financial service provider associated with the MFTS that has possession of the funds for the payment.

38. The system of claim **35**, wherein identifying information utilized to make the payment to the user/payee is provided to the MFTS.

39. The system of claim **38**, wherein the identifying information is provided by a payer to the MFTS utilizing the mobile device application on a mobile device of the payer.

40. The system of claim **38**, wherein the identifying information is provided by a payer to the MFTS utilizing a web application.

41. The system of claim **38**, wherein additional identifying information is provided by the user/payee utilizing the mobile device application on the mobile device of the user/payee.

42. The system of claim **38**, wherein the identifying information comprises information about the user/payee selected from the group: a name and mailing address, a stored value (SV) card account, an ACH account.

43. The system of claim **38**, wherein the identifying information comprises information corresponding to a selected payment method, and wherein the information is displayed to the user/payee as default payment information.

44. The system of claim **43**, wherein the user/payee is prompted to confirm the default payment information.

45. The system of claim **44**, wherein the identifying information comprises a mailing address, and wherein the user/payee is prompted to confirm the mailing address as a default mailing address.

46. The system of claim **44**, wherein the identifying information comprises a stored value (SV) card account, and wherein the user/payee is prompted to confirm the SV card account as a default method for receiving a payment.

47. The system of claim **44**, wherein the identifying information comprises information identifying an ACH account of the user/payee for receiving the payment, and wherein the user/payee is prompted to confirm the account as a default method for receiving a payment.

48. The system of claim **35**, wherein the payment to make information identifies at least an amount, a payment source, and information identifying a mobile device of the user/payee.

49. The system of claim **35**, wherein the information relating to a payment method in the second payment received message comprises information about one or more selectable methods for receiving the payment.

50. The system of claim **49**, wherein the user input relating to a payment method comprises selection of a payment method for receiving the payment, and wherein the payment instruction includes information regarding the selected payment method.

51. The system of claim **35**, wherein the MFTS receives a payment confirmation message from the payment instruction recipient in response to completion of a predetermined stage in making the payment to the user/payee.

52. The system of claim **51**, wherein the MFTS is further operative for communicating a payment confirmation message to the payee/user's mobile device in response to receipt of the payment confirmation message from the payment instruction recipient.

53. The system of claim **32**, wherein the message comprises a text message transmitted to the user's mobile device.

54. The system of claim **32**, wherein the enrollment information provided by the user/payee includes information identifying an account of the user/payee for receiving the payment.

55. The system of claim **54**, wherein the account of the user/payee comprises an ACH account.

56. The system of claim **54**, wherein the account of the user/payee comprises a stored value (SV) card account.

57. The system of claim **32**, wherein the information regarding the downloadable mobile device application displayed to the user/payee comprises a message instructing the user/payee to download and install the mobile device application.

58. The system of claim **32**, wherein the downloadable mobile device application comprises a Mobile Wallet application.

59. The system of claim **58**, wherein the Mobile Wallet application provides the user/payee with functionality to make payments utilizing the MFTS as well as receive payments.

60. The system of claim **59**, wherein use of the Mobile Wallet application by the user/payee, subsequently as a payer, to make a payment to another person as user/payee, facilitates viral spreading of the Mobile Wallet application to other persons with mobile devices.

61. The system of claim **58**, wherein the Mobile Wallet application provides a display on a mobile device of selectable commands including one or more of a View Bills command, a View Payment Sources command, and a Pay Bill(s) command.

62. The system of claim **32**, wherein the MFTS is coupled for electronic communications with a user's computer via a data communications network such as the Internet, and further comprising the steps of: